

Brand Evolution Timeline

2016

Presidential Advisory Group recommends key directive to expand, modernize and elevate the REALTOR® brand.

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March-May 2017

Finance Committee, Budget Committee and Board of Directors approve proposed budget.

Top-tier agency, Conran Design Group, is engaged.

July-December 2017

Multiple surveys deployed to **>100,000 members** and also fielded with statistically representative consumer sample.

Conran presents research findings to Leadership Team.

April 2018

New REALTOR® brand announced, and then paused to listen to member feedback.

Early 2017

Leadership Team asks for brand evaluation proposal and budget.

May-June 2017

Leadership Team appoints sounding board of members to be involved in all aspects of the process.

Member Sounding Board workshop.

February 2018

Conran Design Group presents value proposition and logo options to Leadership Team.

May 2018

Branding Forum at REALTORS® Legislative Meetings and Trade Expo.

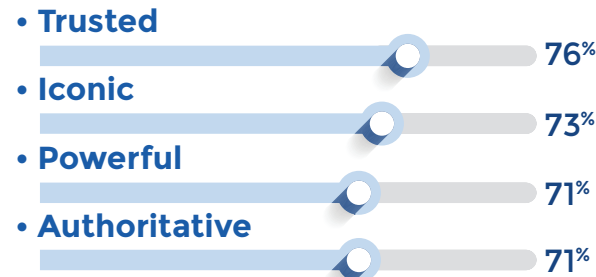
Brand Design Journey

NAR and REALTOR® brand insight – member perceptions

The REALTOR® “R” logo, is most likely to be perceived as:

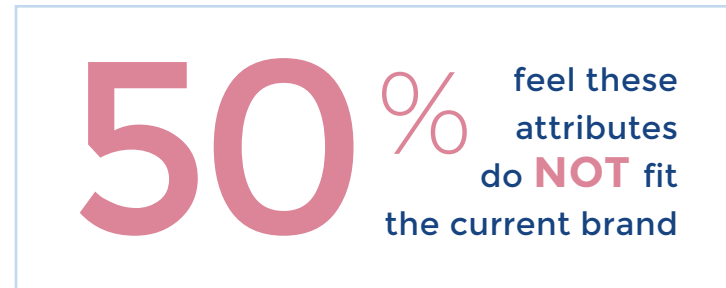


The NAR logo, is most apt to be perceived as:



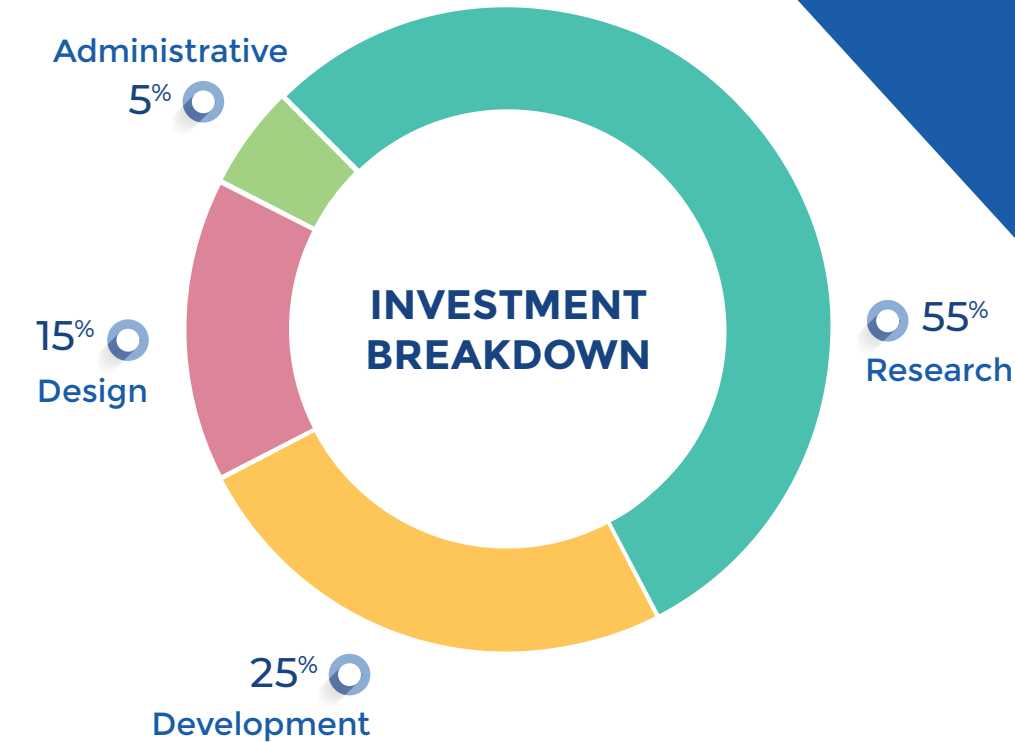
Both REALTOR® “R” and NAR logos receive the lowest ratings for being:

- **Contemporary**
- **Visionary**
- **Progressive**
- **Warm**



Consumer perceptions:
Consumer research and insights about the REALTOR® “R” logo and brand echo that of members

Where funding was applied



Additionally, the research benefits NAR’s multiple consumer outreach efforts, including:

- **Consumer Advertising Campaign**
- **[Homeownershipmatters.realtor](#)**
- **Real Estate Today Radio Show**
- **[Houselogic.com](#)**



These strong and enduring equities need to be transferred to the new brand identity through an **evolution** - not a **revolution** - of the design.

Design implications

- Modest design refinements of REALTOR® mark to assure recognition
- Keep REALTOR® Blue primary color
- Keep square “holding shape” which houses “R”

Design approach

- 1 Employ a more modern, approachable and scalable typographic treatment
- 2 Simplification of the NAR logo
- 3 Redraw the “R” to make a geometrically correct and simplified icon, more suitable for digital spaces
- 4 Retain the square holding shape, creating an interactive and 3-dimensional cube that adds depth to the brand